

Rock 'n' Roll Due to Last Five Years

Nat'l Survey Shows Parents' Hopes Dashed

Say, Mom and Dad, maybe you'd better get those artillery-type ear plugs after all. This rock 'n' roll racket is going to be around quite a while.

How long?

Well, a year ago, when many observers were predicting that the frantic wail of the rhythm and blues artists would soon disappear from the land, Eugene Gilbert, president of the Gilbert Youth Research Co., predicted that rock 'n' roll was far from dead or dying.

At that time, only 10 per cent of the girls and 6% per cent of the boys thought it would last to survive into 1958. This year only 5 per cent in a sampling of about 500 boys and girls predicted an early demise for this musical mayhem.

The rest—prepare yourself for an acoustical shock—figure it will last at least five years, maybe more.

Instead of dying out, rock 'n' roll is making further inroads into the musical field.

One major record company figures that teen-agers now account for 90 per cent of all single sales and almost 50 per cent of all long-playing record albums.

Parents who hoped that rock 'n' roll would be carted off to the musical bone-yard by the time their small fry reached junior high or high school, are also in for disappointment.

The survey showed that many of them have younger brothers and sisters, five, six and seven years old, who already have caught the beat and think rock 'n' roll is "the most."

The fact that 95 per cent think it will last five years or more does not mean the same number are permanently enamored of it.

Actually, only 60 per cent of the boys and 45 per cent of the girls could be classed as die-hard rock 'n' rollers. The rest either like it "occasionally" or dislike it intensely.

What sort of teen-agers comprise the real rock 'n' roll cheering section?

"Definitely the side-burned, black leather jacket, prune picker-type," said a 17-year-old Alabama boy.

"No," insists a 16-year-old New Jersey girl. "Bright kids, stupid



Some cats get on the beam.

Youngsters in Burlington Area Like Rock 'n' Roll But Not 'Wild' for It

Rock 'n' roll music is fine, Burlington teen-agers interviewed said, but few of them were wild about it.

They liked the rhythm for dancing and felt that its fast beat would last for some time, but few of them said that it was their favorite kind of music.

Ballads and songs from Broadway musicals had more appeal for most of the young people.

Several felt that rock 'n' roll was already on its way out, but others thought that it would retain its popularity for some time.

As for the lyrics, all of the teen-agers said they did not particularly care for them and seldom listened to them. None of the young people thought they were suggestive or should be censored.

Here are some of their ideas:

John Arnold, 15, of 125 Ledge Rd.—Yes, I like rock 'n' roll because it has a better beat and more rhythm than most music.

It is my favorite kind of music. I think it'll last for a few years anyway. The fad will last just about as long as other fads did in the 20's.

I think most of the lyrics are all right.

William Kneen, 18, of 175 Crescent Rd.—I like rock 'n' roll to a certain extent, but I think they can go too far. Oh, no, I don't think it's my favorite kind of music. I like ballads better.

I think rock 'n' roll has been on the way out for quite a while. I don't think it will last too much longer.

I don't believe you can even understand the lyrics. Not too many songs are too bad. Most people don't listen to them anyway. They just go along with the beat most of the time.

May (Bunny) Hall, 19, of 61 S. Willard St.—I like rock 'n' roll for dancing and for the rhythm. But as far as sitting down and listening to it for an evening, I would prefer music from Broadway shows.

It's not going to stay around too long. It's one of those fads that comes and goes. If it stays, it will be mainly for dancing.

I don't think there's much to the lyrics and I don't care for them at all.

Douglas Wilson, 19, of 15 Alfred St.—Well, I like certain modified types of rock 'n' roll. I don't particularly care for Little Richard or Elvis Presley. He needs a hair cut for one thing.

No, it's definitely not my favorite kind of music. I like hit tunes from Broadway shows.

In popularity, I think it's probably like the Charleston. It will go in popularity and stay in the theory.

The lyrics all depend on the person; what they're looking for. I haven't noticed any that should be censored.

David Arnold, 17, of 125 Ledge Rd.—I don't mind rock 'n' roll. I like music in general and don't really have a favorite kind. But I like some ballads.

I think rock 'n' roll will probably stay for a while. But I think

it's on its way out. Most of the lyrics are all right. I don't think they should be censored.

Marian Brothers, 19, of 61 Henry St.—Yes, I like rock 'n' roll. I like the beat and I like to dance to it. I can't think of a favorite type of music because I like all kinds.

I think it will remain popular for a while and will never die out completely, because fast music will always be around.

No, I don't think they (lyrics) are too suggestive. I just think some of them are rather stupid. For me, the beat is more important, not the words.

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